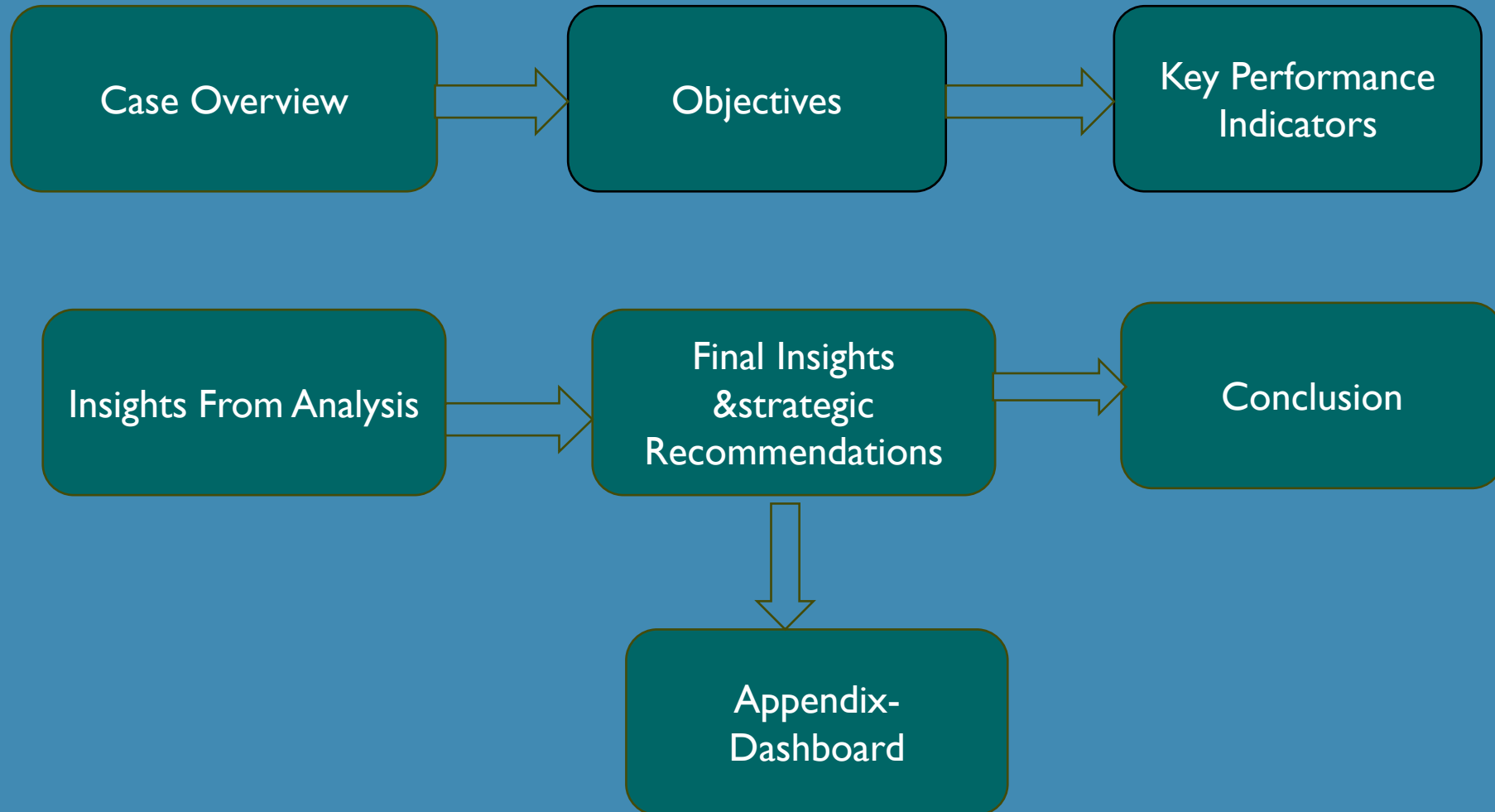# Olive Ventures Sales Report Analysis

Comprehensive Data Analysis using Power BI | March 2025

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Case Overview

Olive Ventures is a company specializing in the production and distribution of premium olive oil products.

With a growing market and an expanding product line, Olive Ventures aims to leverage data analytics to streamline operations, understand customer behavior, and optimize their supply chain.

This comprehensive analysis will explore various aspects of Olive Ventures' business using data analysis techniques to provide actionable insights.

Objectives

- ❑ Analyze sales and customer data to gain insights into business performance.

- ❑ Understand customer behavior and preferences.

- ❑ Identify trends in product sales and supply chain efficiency.

- ❑ Provide actionable insights and recommendations to optimize operations.

Olive Ventures Analysis & Findings

Daily Sales& Profit Summary:

- Highest Sales Day

➢ Friday: Total Sales:$4,501.47

Profit: $706.80(Note :High sales but resulted in a net loss –indicating high operational costs or discounting.)

- Lowest Sales Day

➢ Sunday: Total Sales:$264.46

Profit: $104.67(Lower activity but profit margin is positive)

- Highest Profit Day

➢ Monday: Total Sales:$1,634.35

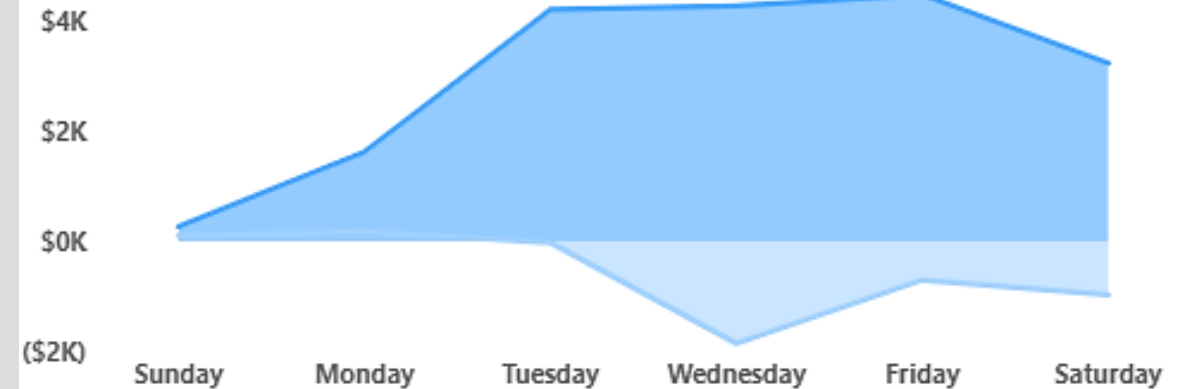Profit: $187.65 (Efficient sales on Mondays with profit positive outcomes)

- Lowest Profit Day

➢ Wednesday: Total Sales :$4,297.64

Profit:$1,862.31(Heavy loss despite high sales-serious margin or cost issues to investigate)


Sales and Profit Trends
● Total Sales ● Total Profit

Key Insights

o   Sales peaks are not profit peaks –Both Friday and Wednesday had high sales but low profit outcomes.

o   Mondays show balanced efficiency-moderate sales with the highest profit.

o   Sunday, although lowest in sales, reflects a healthy margin

Segment Contribution to Sales

- Consumer Segment: $14,274.98

- Corporate Segment: $3,382.46

- Home Office Segment: $516.63

Total Sales by Segment

3%

19%

79%

● Consumer ● Corporate ● Home …
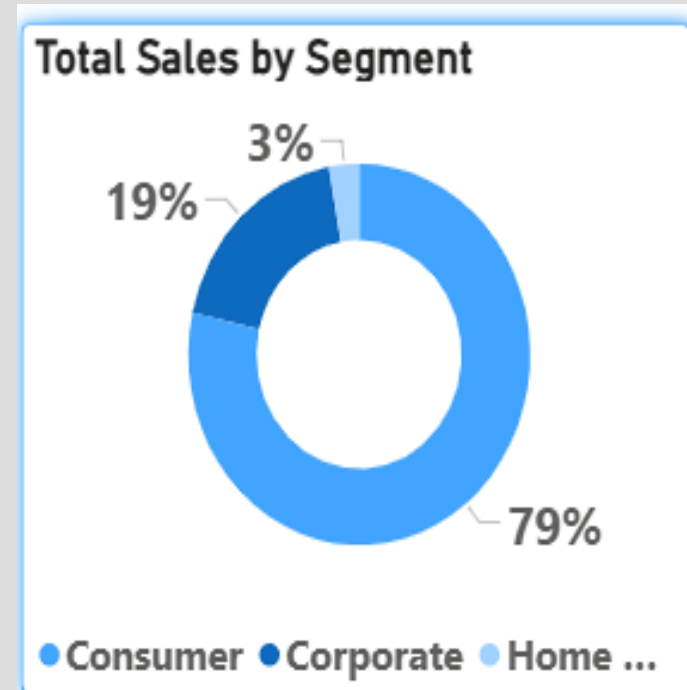
Key Insights

- ✓ Marketing strategies should focus more on Consumer Segment while identifying upselling opportunities in the Corporate Segment

Top 5 Products ID By Sales Volume

1. FUR – TA -$4,298
2. FUR – CA -$2,804
3. TEC – MA 488 -$1,920
4. FUR – BO -$1,352
5. TEC– MA 864 -$1,188

Total Sales by Products

Product	Sales
FUR-TA-...	$4.3K
FUR-CH-...	$2.8K
TEC-MA-...	$1.9K
FUR-BO-...	$1.4K
TEC-MA-...	$1.2K
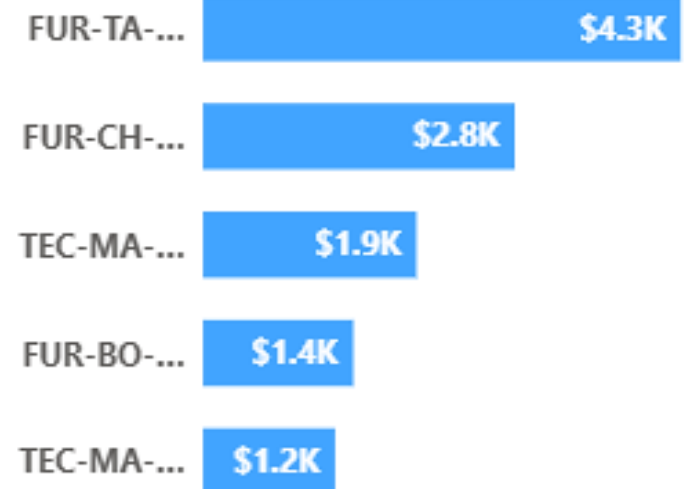
Key Insights

- ✓ These Top 5 products should be prioritized in promotions and restocking plans

Time Analysis Summary

➢ Total Sales :$18,174,08

➢ Total Profit : -$3,281.01(Overall negative profit indicate margin issues)

➢ Average Profit Margin :12%

➢ Total Orders Made: 29

Key Insights

➢ Revenue is growing but margins are declining

Investigate pricing strategy and discount impacts

Shipping Preferences By Segment

➢ Standard Class shipping dominates across all segments.

o All the three segments including Home Office, consumer and corporate had the same % in total orders (31%) going for standard Class .

o Consumer had 6% with second class shipping preference.

➢ Insight: Consider offering flexible delivery options for better customer satisfaction


shipping Preferences By Segment
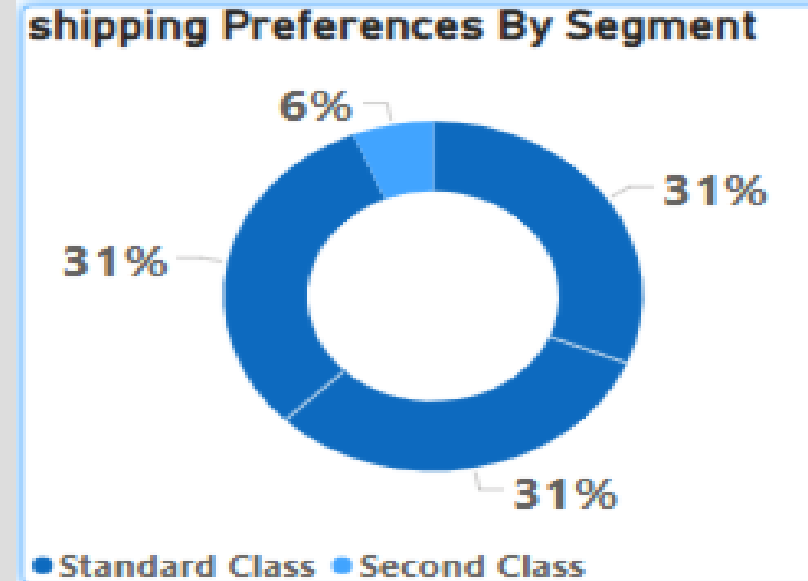
Average Sales By High Profit Customers (Top 5)

1. Charles Crestani – Avg Sales: $1,073.67

2. Yana Sorensen – $465.18

3. Philip Brown – $204.15

4. Elizabeth Moffitt - $182.72

5. Craig Carroll – $91.02

✓ Insight: Target these customers with loyalty programs and personalized offers.

Average Sales by High Profit Customers

● Average Sales ● Total Profit

298	121	155	84	131
Charles Crestani	Yana Sorensen	Philip Brown	Elizabeth Moffitt	Craig Carroll
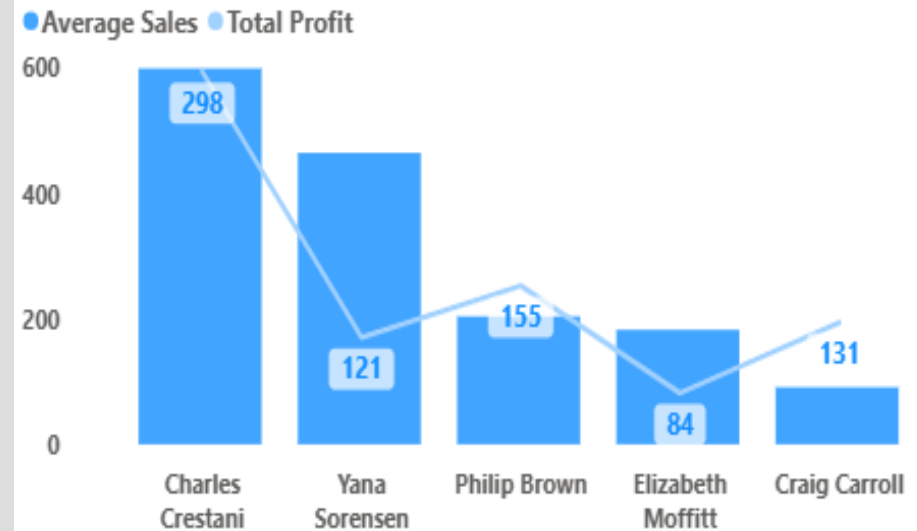
Top Customers By Quantity purchased

1. Phillip Brown – Qty sold (16) with (3) orders.
2. Craig Carroll – Qty sold(13) with (4) orders.
3. Charles Crestani- Qty sold (10) with (2) orders
4. Elizabeth Moffitt – Qty sold (8) with (1) order.
5. Yana Sorensen –Qty sold (3) with (1) order

✓ Insight: : Encourage bulk buyers with special discounts or subscription offers
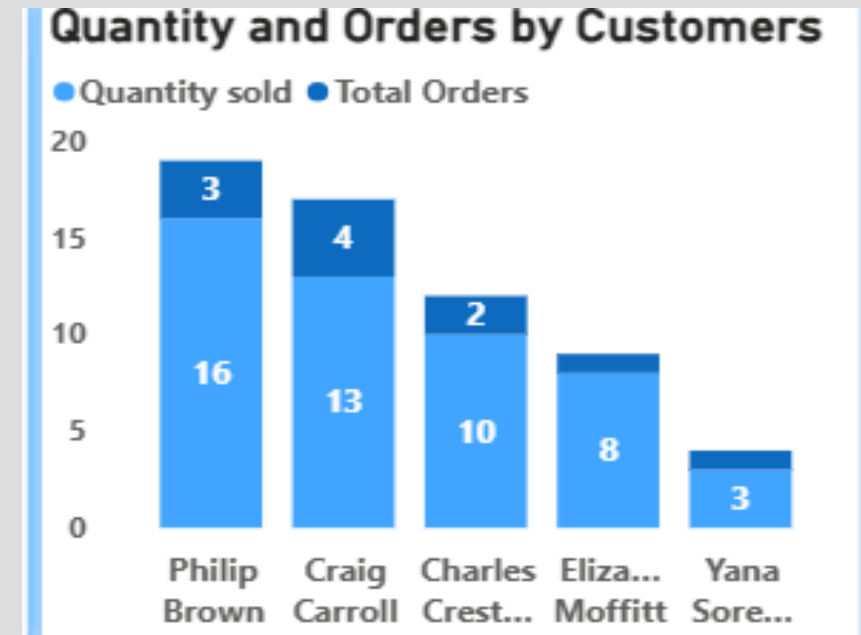
Final Insights & Strategic Recommendations

✓ Sales & Profit:

o Focus on margin improvement -High sales not translating to profit i.e boost profitable product mix.

o Target discount analysis &optimize pricing strategies.

✓ Customer Behavior:

o Prioritize consumer segment but explore ways to grow corporate buyers.

o Leverage customer loyalty data programs for high-value clients.

Final Insights & Strategic Recommendations

- ✓ Product Trends:

- o Keep Top 5 Products in focus.

- o Promote complimentary items and underperforming products via bundles i.e Bundle top products with slower-moving items.

- ✓ Supply Chain Optimization:

- o Standard shipping dominates –Diversify options.

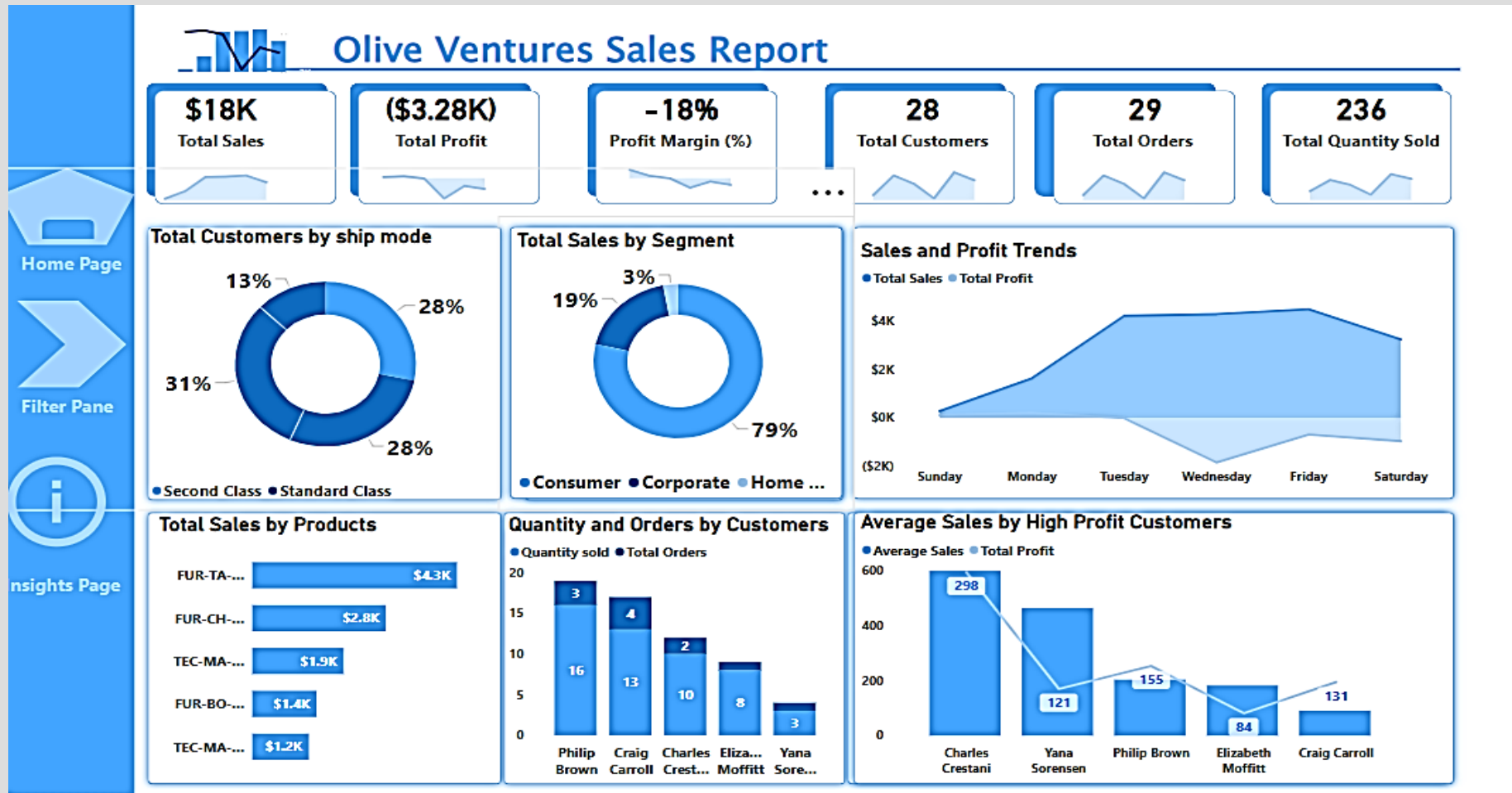- o Track delivery issues &optimize logistics around preferred regions and order times .

Conclusion

❖ This Power BI analysis provides Olive ventures with actionable insights on sales ,customer behaviour ,product trends and supply chain operations.

Leveraging these findings can enhance profitability, streamline logistics and drive market growth in the competitive olive oil space.

Olive Ventures Sales Report Dashboard 1

Olive Ventures Sales Report Dashboard 2